

# Walmart is a top destination for parents and expecting parents



Baby items are purchased at a rate of:

**122M**  
every week

**17M**  
every day

**725K**  
every hour

Source: Walmart first-party data; July 2020. Reflecting Jan. 1, 2019 – Dec. 31, 2019 data. (online and store only)

Walmart.com

Walmart stores

Sales are on the rise:

Double-digit YoY sales growth in Q1 2020

Double-digit YoY sales uplift in March

Source: Walmart first-party data; June 2020. Reflecting Jan. 1, 2019 – April 30, 2020 data.

The top three Walmart.com growth categories for Baby:

(Double-digit YoY growth)



Car seats



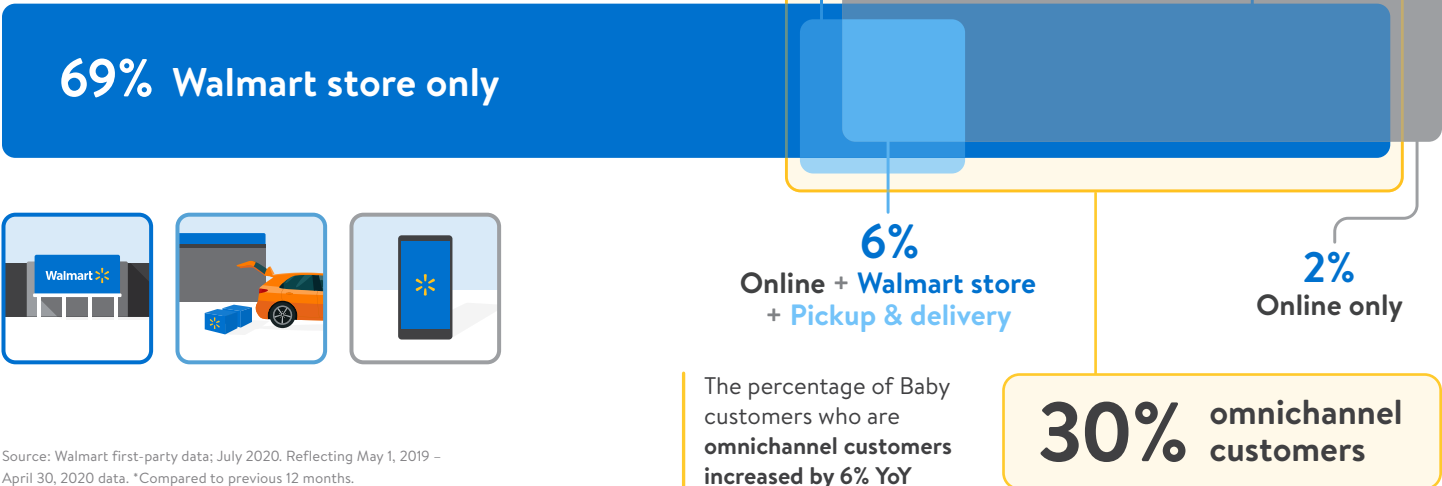
Baby food and formula



Diapering

Source: Walmart first-party data, July 2020. Reflecting Feb. 1, 2019 – Jan. 31, 2020 data.

## Where do they shop?



Source: Walmart first-party data; July 2020. Reflecting May 1, 2019 – April 30, 2020 data. \*Compared to previous 12 months.

# When do customers shop for Baby products?



**In-store**

Baby product sales occur:

**49%** on weekends  
(Fri-Sun)

Repeat purchases made:

**every 6 weeks**



**Pickup & delivery**

**47%** at the end of the week  
(Thurs-Sat)

**every 4 weeks**



**Walmart.com**

**33%** in the middle of the week  
(Wed & Thurs)

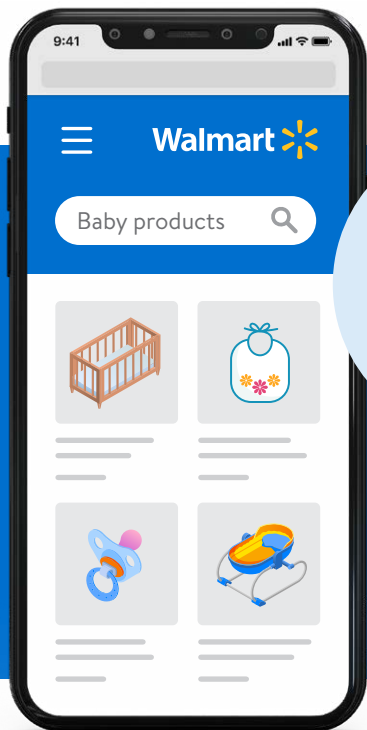
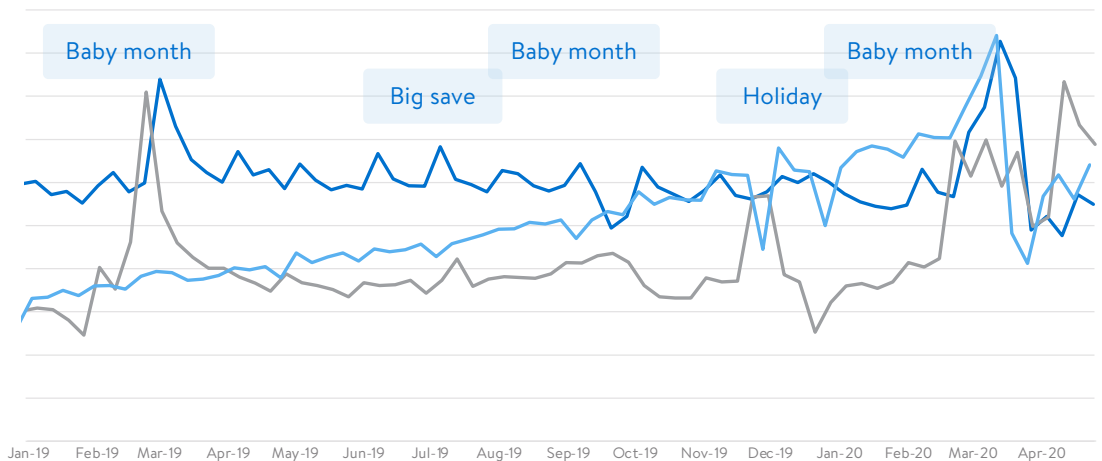
**every 5 weeks**

## Walmart Baby care sales:

- In-store
- Pickup & delivery
- Walmart.com

Source: Walmart first-party data; June 2020. Reflecting Jan. 1, 2019 – April 30, 2020 data. \*Compared to previous month.

Note: Chart is not to scale.



## What are they searching for? And when?



**Baby toys** take over as the most-searched keyword under Infant Activity during the holiday months



**Car seats & strollers** pick up after the holiday, building into the new year



**Diapers & wipes** surge in March & April

Source: Walmart first-party data; July 2020. Reflecting May 1, 2019 – April 30, 2020 data.

## What else did Baby customers purchase?

### Baby consumables customers

also bought



Toilet paper



Laundry detergent



All purpose cleaner

### Baby gear customers

also bought



Infant activity



Diapers



Bottles

### Nursery customers

also bought



Toddler beds



Baby wipes



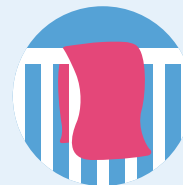
Infant clothing

### Baby care & safety customers

also bought



Diapers



Baby blankets



Baby skincare

Source: Walmart first-party data; July 2020. Reflecting May 1, 2019 – Apr 30, 2020 data.

Start your campaign with Walmart Media Group today and connect with your customers.

